



FOR IMMEDIATE RELEASE

CONTACT: Nick Gold, Gold Concepts PR for Senior Connections
Email: ngold@goldconceptspr.com
Main: 404.869.7960
Cell: 404.775.9375

**Senior Connections Launches “GRAND” Text Campaign in Time for National Grandparents Day
Donations In Honor of Your Grandparents Will Benefit Many Atlanta Area Seniors**

ATLANTA (September 3, 2010) – In celebration of National Grandparents Day on Sunday, September 12, Senior Connections in Atlanta today launched a text campaign that lets you honor your grandparents by texting “GRAND” to 20222 on your cell phone. Every time you text this message, you will make a \$10 donation that will help fund the non-profit organization’s meal delivery program, in-home care and home repair program.

In addition, if you are a fan of Senior Connections on Facebook, you are encouraged to upload a picture of you with your grandparents to <http://www.facebook.com/pages/Senior-Connections/338867480623?ref=ts> - you do not have to make a donation to participate.

“Our research tells us that more and more young people are aware of the needs of Atlanta’s aging community and want to get involved and help – through volunteering, or through new fundraising ways like this campaign,” said Debra Furtado, CEO of Senior Connections. “You make an immediate \$10 donation when you text “GRAND” to 20222 – it’s a great, direct way to show your support of our work at Senior Connections, and we think it is a great way to honor your grandparents on National Grandparents Day – or to remember the ones you have lost. You can easily make multiple gifts – one for each grandparent – and don’t forget to put your pictures on our Facebook page!”

(Continued)

According to the Atlanta Regional Commission, more than 60,000 seniors in metro Atlanta are at risk for hunger on a daily basis. Home delivered meals may be the only human interaction a senior has that day.

Donations can also be made via Senior Connections' website – www.SeniorConnectionsAtl.org or by mailing a check to Senior Connections at 5238 Peachtree Road, Chamblee, GA 30341. The campaign will continue through September 30, 2010.

HOW IT WORKS: Text "GRAND" to 20222 and a one-time donation of \$10 will be added to your mobile phone bill or deducted from your prepaid balance. All charges are billed by and payable to your mobile service provider. Service is available on most carriers. Donations are collected for the benefit of Senior Connections by the Mobile Giving Foundation and subject to the terms found at www.hmgf.org/t. Messaging & Data Rates May Apply. You can unsubscribe at any time by replying STOP to short code 20222; Reply HELP to 20222 for help.

ABOUT SENIOR CONNECTIONS: As a 501(c)(3) nonprofit organization headquartered in Atlanta, Georgia, services are available to anyone over the age of 60, regardless of income level. *Adventures in Learning* courses and workshops are open to all adults 50 and older. Senior Connections also offers services and information to help families cope with the many dilemmas that can arise as parents, grandparents, friends, and loved ones "come of age." For more information about Senior Connections, visit www.SeniorConnectionsAtl.org.

###